ARIEL CHANG

UX/UI DESIGNER

EXPERIENCE

Penguin Random House, Freelance UX/UI Designer

Supported multiple teams throughout the company (DTC and BTB) to enhance and create new products for both PRH.com and Brightly.com. Efforts included creating new UI that aligned with existing design systems, collaborating with engineers to ensure viability, user testing interactive prototypes, and seeing designs through production.

June 2021 - Sept 2023

Greenlines, Freelance UX/UI Designer

Joined a small team of freelance creatives to overhaul the sustainable boardshort brand's entire eCommerce website experience with the goal of improving usability, increasing shopping performance, and enhancing their visual identity amongst a sea of competitors.

March - July 2021

McCann Health New York, Freelance Digital Art Supervisor

Led the design and production of the brand's website - educating and driving health care professionals and a largely older audience to adopt the brand's treatment plan - all while supporting rapid launch goals, strengthening an evolving creative direction, and successfully collaborating remotely with a 20+ cross-departmental team.

Aug 2020 - Jan 2021

Hint Inc., Freelance UX/UI Designer

Restrategized and designed hint.com's subscription management dashboard so customers can easily manage their subscription plans, all while achieving business goals of increasing subscription retention and relieving customer service inquiries. Additionally created upsell and cross-sell opportunities throughout the site to increase the average cart size while maintaining purchase rates.

July - Aug 2020

VMG Creative New York, Senior Designer

From exploration to launch, led the production of several eCommerce websites for CPG food & beverage brands desiring intuitive, online shopping experiences. Efforts included developing design systems, collaborating directly with clients, and establishing a repertoire of new platforms and expertise for VMG to provide, all while achieving client's business goals.

Clients: Ripple Foods, Perfectly Peckish, Drink Phocus, Hex Performance, Babo Botanicals

Nov 2017 - Mar 2020

SKILLS

Responsive Layouts
Interactive Prototypes
Wireframes
Sitemaps
Design Systems

Programs

Figma
Sketch
Adobe XD
Adobe Photoshop
Adobe Illustrator

Specialties

eCommerce
Subscription Models
Shopify
Wordpress

EDUCATION

Savannah College of Art & Design
BFA Fashion Marketing & Merchandising
2011 - 2015, Savannah, GA

NY Code + Design Academy
UX Design Program
Aug - Oct 2018

LET'S CHAT

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Based in Seattle, WA.
Open to full-time or freelance, remote or on-site.